

Amendments to the Claims:

1. (previously presented): A method comprising:
accessing a central site to obtain a steganographically-encoded item, the item including at least a unique identifier;
applying the steganographically-encoded item to a document; and
inputting data relating to a proprietor of the document, the data being input into a database, wherein the data is associated with the unique identifier.
2. (original): The method according to claim 1, wherein the document is a business card.
3. (original): The method according to claim 1, wherein the document comprises one of a sticker, résumé, label, brochure, post-it, envelope, stationary, and letterhead.
4. (original): The method according to claim 1, wherein the data is formatted into a standardized format.
5. (original): The method according to claim 4, wherein the standardized format comprises a vCard.
6. (original): The method according to claim 1, wherein the data comprises audio or visual data.

7. (original): The method according to claim 1, wherein the data comprises pronunciation data.
8. (previously presented): The method according to claim 1, further comprising translating the data into a different language.
9. (previously presented): The method according to claim 1, further comprising providing an audio pronunciation of the data.
10. (original): The method according to claim 1, wherein the steganographically-encoded item comprises one of a background, tint, graphic, shading, logo, text or font.
11. (original): The method according to claim 1, wherein the steganographically-encoded item comprises a business card.
12. (original): The method according to claim 1, wherein the steganographically-encoded item includes an electronic address associated with the central site.
- 13-15. (canceled).

16. (previously presented): A method comprising:

providing a steganographically encoded item for integration with a printed object,
the encoded printed object including a unique identifier associated with a network
database;

receiving data in the network database, the received data corresponding to a
proprietor of the printed object;

associating the received data with the unique identifier;

permitting access to the received data in the network database when presented
with the unique identifier; and

providing a digital file comprising a pronunciation of at least some of the received
data.

17. (previously presented): A method comprising:

providing a steganographically encoded item for integration with a printed object,
the encoded item including a unique identifier associated with an internet database;

receiving data in the internet database, the received data corresponding to a
proprietor of the printed object;

associating the received data with the unique identifier;

permitting access to the received data in the internet database when presented
with the unique identifier; and

providing a digital file comprising a translation of at least some of the received
data.

18. (canceled).

19. (previously presented): A method comprising:

providing a steganographically encoded item for integration with a printed object,
the encoded item including a unique identifier associated with an internet database;

receiving data in the internet database, the received data corresponding to a
proprietor of the printed object;

associating the received data with the unique identifier;

permitting access to the received data in the internet database when presented
with the unique identifier; and

standardizing the format of the received data, wherein the format comprises a
vCard.

20. canceled.

21. canceled.

22. (original): A system comprising:

a central computer, said central computer communicating with a network;

a database in communication with the central computer, the database indexing
user data according to unique identifiers;

a gallery of items maintained by the central computer, each item capable of
hosting encoded data;

an encoder to steganographically-encode a unique identifier per item of the gallery of items; and

an interface through which at least one user can access the gallery items and database.

23. (original): The system according to claim 22, wherein the gallery of items comprises at least one of background, tints, shading, graphics, text, fonts, and logos.

24. (original): The system according to claim 22, wherein the encoder encodes an address of the system per item of the gallery of items.

25. (original): The system according to claim 22, wherein a unique identifier is communicated to a user.

26-40. (canceled).

41. (previously presented): A method comprising:

receiving a request through a network interface to obtain a graphic or design from a gallery of graphics or designs;

upon a selection of a graphic or design, steganographically encoding the graphic or design with at least one plural-bit identifier;

associating the identifier with an entity that requested the graphic or design; and

providing the steganographically encoded graphic or design through the network interface.

42. (previously presented): The method of claim 41, wherein the gallery of graphics or designs comprise at least one of a pattern, image, graphic, color, shading, tint, background, logo and font.

43. (previously presented): The method of claim 41, wherein the gallery of graphics or designs comprise a visual representation of graphics or designs.

44. (previously presented): The method of claim 41, wherein the network interface comprises an internet portal, and the gallery of items are viewable through the internet portal.

45. (previously presented): A method comprising:

receiving a request at a central computer to obtain a steganographically-encoded graphic or design from a gallery of steganographically-encoded graphics or designs, the requested graphic or design including at least one plural-bit identifier;

associating the identifier with an entity associated with the request; and

providing the steganographically-encoded graphic or design from the central computer.

46. (new): A method comprising:

receiving a request to register with an online computer;

receiving account holder information to register with the online central computer;

establishing an account using at least the account holder received information including establishing a user-login that is associated with the account;

allowing an account holder to select a graphic or image from a gallery of graphics or images maintained by the online computer, wherein a selected graphic or image becomes a representation that is associated with the account or user-login; and

providing a selected graphic or image from the online computer as a representation of association with at least one of the account holder, account and user-login.

47. (new): The method of claim 46 wherein the selected image is associated with the account or user-login through a unique identifier.

48. (new): The method of claim 47 wherein the unique identifier is steganographically embedded in the selected image or graphic.

49. (new): The method of claim 46 wherein the user-login comprises a password and username.

50. (new): The method of claim 46 wherein the online computer comprises a distributed system.

51. (new): The method of claim 46 wherein receiving account holder information comprises wireless communication.

52. (new): The method of claim 46 wherein the selected graphic or image comprises a watermark.

53. (new): A method comprising:

- receiving a request to register with an online computer;
- receiving account holder information to register with the online central computer;
- establishing an account using at least the account holder received information including establishing a user-login that is associated with the account;
- allowing an account holder to do at least one of:
 - i. select a graphic or image from a gallery of graphics or images maintained by the online computer, wherein a selected graphic or image becomes a representation that is associated with the account or user-login; and
 - ii. upload a graphic or image, wherein an uploaded graphic or image becomes a representation that is associated with the account or user-login; and

providing at least one of i. a selected graphic or image, and ii. an uploaded graphic or image from the online computer as a representation of association with at least one of the account holder, account and user-login.

54. (new): The method of claim 53 wherein the selected image is associated with the account or user-login through a unique identifier.

55. (new): The method of claim 54 wherein the unique identifier is steganographically embedded in the selected or uploaded image or graphic.

56. (new): The method of claim 53 wherein the user-login comprises a password and username.

57. (new): The method of claim 53 wherein the online computer comprises a distributed system.

58. (new): The method of claim 53 wherein receiving account holder information comprises wireless communication.

59. (new): The method of claim 53 wherein the selected graphic or image comprises a watermark.